

## Farmers' Markets of Oahu: A Unique Shopping Experience

Oahu is an island of diverse character. Along with its world-renowned beaches, Oahu is home to a bustling metropolitan business district, sprawling suburban communities and verdant rural countrysides. Throughout the year, each of these locales hosts weekly farmers' markets featuring locally-grown agricultural products. Shopping at the farmers' markets can be a uniquely satisfying experience.

Goals of the farmers' markets include lowering consumers' food costs, neighborhood convenience and supporting the efforts of local farmers. Most farmers' markets are under the management of the People's Open Market program of the City and County of Honolulu, while others are independently run. People's Open Market currently sponsors 24 farmers' markets; ten independent farmers' markets are also held several days a week.

Farmers' markets are as invaluable to the vendors as they are popular with the public. Lasting about an hour, each session is a flurry of activity as quantities of fruits, vegetables, seafood and other local items change hands, usually at 35% below retail price. Over one million market visits are recorded yearly.

### Farmers' Markets are Conveniently Located Throughout Oahu

From Sunset Beach to Waikiki Beach and from Waianae to Hawaii Kai, the island's farmers' markets take place in a variety of venues. Whether in a park, parking lot or parking garage, familiar favorites can be found sharing space with rare tropical items and regional ethnic specialties not found in supermarkets.



*This independent market is within walking distance of Oahu's legendary Sunset Beach.*



*Busy Kaumualii Street market fills a vast urban parking lot to capacity.*



*McCully District Park market makes use of a metropolitan parking garage.*



*Relaxed atmosphere of Pokai Bay Beach Park market reflects the beach's tranquility.*



*Kaneohe District Park market enjoys a picturesque view of the Koolau Range.*



*Independent Piikoi Open Market is located in an upscale high-rise residential area.*

## Vendors Showcase a Wide Range of Fresh Agricultural Products

While the spotlight is on fresh fruits and vegetables, other offerings cannot be overlooked. Seafood selections such as fish, shrimp and snails are sold live; flowers and other plants can be purchased potted or cut. Eggs and honey are also on hand, and some markets feature locally-produced handicrafts. A delectable display of fresh baked goods is not to be missed, and taro, an island specialty, is an edible souvenir.



*Sweet low-acid pineapples from Oahu are a great buy at low market prices.*



*Oriental squash, green pumpkins, taro bulbs and bittermelon are all island favorites.*



*Fish, snails and other live seafood items are available at Waipahu District Park market.*



*Filipino ethnic fruits, fresh and pickled—complete with preparation tips offered by vendor.*





*Beautiful, colorful anthuria and other potted and cut floral items sell out quickly.*



*These and other enticing baked goods won't stay stocked for long!*

### Chat and Learn in a Casual Shopping Environment

Farmers' market participants take pride in their produce. Identities of rare or ethnic fruits and vegetables, preparation tips and instructions, even nutritional information—whatever the question, the friendly and knowledgeable farmer/vendors are happy to educate their customers. Farmers' market sessions are the perfect forum for interaction between shoppers, residents and visitors alike, and are welcome social events for many of Oahu's seniors. And don't forget the many bargains to be had in a no-pressure shopping environment.



*Queen Kapiolani Park market's casual surroundings encourage stress-free shopping.*



*At the farmer's market, friends compare bargains, then hurry off to find more.*



*Long after the opening rush, everyone enjoys the farmers' market experience.*



*Makiki District Park market attracts a diverse group of shoppers.*

## Farmers' Markets are a Distinctive Tourist Destination

After touring Pearl Harbor and the Polynesian Cultural Center, many visitors choose to take side trips to the farmers' markets for a different kind of island adventure. With 30+ market sessions taking place each week, year-round, it's easy to work a farmers' market visit into a busy travel agenda. Many market sites are located near popular tourist attractions while others are off the beaten path, giving visitors a chance to explore Oahu's various neighborhoods, meet the local residents and experience true Hawaiian hospitality.



*Residents and visitors alike receive friendly service from helpful vendors.*



*Vendors pose for a photo while shutting down the day's operations.*

For schedule information, visit [www.co.honolulu.hi.us/parks/programs/pom](http://www.co.honolulu.hi.us/parks/programs/pom) or call the Department of Parks and Recreation at (808) 522-7088. Come and see what the farmers of Oahu have in store!